

***Marlboro Team Penske***  
***Performance Driving School***

2070821116

**Marlboro Team Penske Performance Driving School**

**Participants**

250 Winners

250 Guests Selected by Winner

500 Total Participants

**Selection Process**

**1) Direct Mail**

\* 50 winners + selected guests

**2) Retail**

\* 100 winners + selected guests

**3) Bar Program, Racing Themed**

\* 100 winners + selected guests

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**Day 1 School Agenda/Schedule 7:30AM to 5:30PM**

- 7:30 AM **Depart from Hotel to Race Track**
- 8:00 AM **Breakfast Served @ Media Trailer**
- 8:30 AM **Outfitting**
- 9:00 AM **Chief Instructor, Associate Instructor Intro**  
\* Qualifications (Race Experience, Teaching Experience)
- 9:15 AM **Facility Overview w/class, drive thru in a Mini Van**  
\* Review track configurations
- 10:00 AM **Break**
- 10:15 AM **Instruction/Class Time with Slide/Visual Reinforcement**  
\* Vehicle Orientation  
\* Driver positioning in car (seating, appropriate arm cocked position)  
\* How to enter, exit cockpit appropriately  
\* Explanation of gearbox, how gearboxes work in a race car  
\* Downshifting  
\* Feet/Pedal positioning for downshifts (Heel to Toe)  
\* Apex Line (Concept and importance of Apex for maximum acceleration)  
\* Breaking and acceleration zones for hitting Apex effectively  
\* Concept of Understeer, Oversteer, 4 Wheel drift (Street Car Work)  
\* Instructor/Driver Hand gestures out on the course  
\* Instructor positions at Apex points
- 11:30 AM **Break**
- 11:45 AM **Track Time/ 1st Practical Session**  
\* Van straight to garage area. Students size up/fit cars  
\* Instructor debriefing (Apex, Hand Signals etc..)  
\* One group out on the track, other group observes/councils w/ instructor  
    > 20 Students w/open wheel cars  
    > 20 Students on IROC Cars  
    > 10 Students in Street Cars  
\* Work on Apex, no shifting
- 1:00 PM **Lunch Break**
- 1:45 PM **Track Time/2nd Practical Session**  
\* Students rotated amongst disciplines, working fundamentals (Shifting/Apex)  
\* Ongoing debrief by instructor about the exercises
- 4:30 PM **Instruction/Class Time**  
\* Review course configuration for next day's Practical session w/acceleration  
\* Visualize downshift procedure  
\* Wrap up days activities
- 5:30 PM **Return to Hotel**

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**Day 2 School Agenda/Schedule 7:30AM to 5:30PM**

- 7:30 AM    **Depart from Hotel to Race Track**
- 8:00 AM    **Breakfast Served @ Media Trailer**
- 8:30 AM    **Safety Flag Review**
- 9:00 AM    **Class Instruction for Morning Road Course Participants (25 Students)**  
\* Class discussion on each element of the x mile road course  
\* Map broken down into individual track sections  
\* Each turn (approach and exit) discussed  
\* Breaking points, turning points, shifting  
\* Hand signals  
\* Procedures of passing  
\* Move over flag (Blue w/yellow diagonal stripe)
- 9:00 AM    **Track Time/3rd Practical Session, IROC (20 Stud.) & Street Cars (5 Stud.)**  
to 12:45 PM \* Students are split in half to same groups of 3 as previous day  
(ongoing rot.) \* One instructor per five students go out onto the oval  
\* Each student drives for 20 minutes, Group rotations are 20 minutes each  
\* Street Car Students practice emergency driving techniques
- 10:30 AM    **Track Time/3rd Practical Session (Road Course)**  
to 12:45 PM \* Students are split in half to same groups of 3 as previous day  
(intervals) \* One instructor per five students go out onto the road course  
\* Instructor leads each student through the road course  
\* Passing fellow students in group is incorporated with hand signals  
\* Student must pass group member in straightaway to follow lead instructor  
\* Each student drives for 20 minutes, Group rotations are 20 minutes each
- 1:00 PM    **Lunch**
- 2:00 PM    **Rotate Groups from the Morning Session, Switch of Disciplines (4th sess.)**
- 5:30 PM    **Depart for Hotel**

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**Day 3 School Agenda/Schedule**  
**7AM to 5PM**

- 7:30 AM    **Depart from Hotel to Race Track**
- 8:00 AM    **Breakfast Served @ Media Trailer**
- 8:30 AM    **Driver Celebrity Intro (Rahal, Mears, Unser Jr.)**  
              \* Celebrity Q & A, Instruction  
              \* Discuss starts  
              \* Discuss flags for start and end of session
- 9:00 AM    **Track Time/5th Practical Session (Split Groups of 25)**  
              \* Passing sessions  
              \* Group not on track, review from van groups passing technique  
              \* On track, student passes celebrity in straightaway, then alternates  
                  celebrity passes student into corner  
              \* Instructor rotates amongst the five students on track  
              \* While instructor works with each student, others work on track technique
- 12:00 PM    **Lunch**
- Track Time/6th Practical Session (Split Groups of 25)**  
              \* 2 half hour sessions w/passing for ea. group of 3  
              \* Intermittently instructor came out on track to follow students line  
              \* Find areas of improvement to increase lap times
- 3:30 PM    **Graduation Ceremony**  
              \* Award/Diploma distribution  
              \* Photo-Op w/ celebrity driver + backdrop (victory circle type banner)
- 5:00 PM    **Depart for Airport**

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## **Evenings: Activities/Entertainment**

Evenings will be centered around a decorated Hospitality Suite

- > Suite will include:
  - Pool Table(s)
  - Ping Pong Table
  - Simulators
  - Music (CD Player, Juke Box)
  - Snacks and Non-Alcoholic Beverages
  - Popcorn Machine
  - Big Screen TV
  - Sofas (Lounge type furniture)

### **Evening 1**

Each new arrival date of School Winners will have a special welcome evening

- School topline debriefing
- Dinner (no alcohol)
- Gift Bag distribution and info
- Welcome speech from PM USA representative or Penske GM
- Video loop of MTP Historical accomplishments
- Video footage of PM USA personnel @ driving school
- Have some instructors participate to familiarize with students

### **Evening 2**

- Special Dinner (no alcohol )
  - > BBQ in woods of Mich. Lakeside
  - > Visit to Penske Museum (Motorsports International)
  - > Dinner @ Penske Museum
  - > Stone Crabs/ Clam Bake in Homestead
  - > Dinner/Evening @ Dave and Busters, California
- Hospitality Suite back @ Hotel

### **Evening 3**

- Buffet Dinner @ Hotel/Conference Room
- Local Race or Sport activity (Local Car Racing Event, Football, Baseball etc...)
- Go Kart Evening, rent track for x hours
- Hospitality Suite back @ Hotel

\* Departure following day after graduation ceremony

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## **Hotel Accommodations**

### **Michigan Speedway**

- > Brand new highrise Sheraton in Jackson, MI
- > Hampton Inn: Jackson, MI
- > Hotel Intercontinental, Ann Arbor, MI

### **Homestead Motorsports Complex**

- > Best Western: Florida City, FL
- > Hampton Inn: Florida City, FL
- > Variety of options in Coconut Grove

### **California Speedway**

- > Marriott: Ontario, CA
- > Variety of other hotel options

### **Factors:**

- Proximity to track
- Comfort/ Cleanliness
- Conference/Catering Services and Amenities
- Business Center capabilities

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## School Vehicles and Equipment

### Racing School Vehicles

Instruction will be provided using the following vehicles:

- > 12 Open Wheel Indy Style Cars (Make/Model TBD)
- > 12 IROC (International Race of Champions) Stock Cars, Dodge Avengers
- > 12 Four Door Street Sedans (Make/Model TBD)

Marlboro Team Penske Performance Driving School will be the only driving school in the United States to incorporate all three driving skills (open wheel, stock, street) in a multi day instructional format

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## School Vehicles and Equipment

### Racing School Equipment

Penske will be responsible for acquiring all necessary equipment to operate the Racing School to Marlboro standards.

Penske will procure:

- > all race vehicles
- > tractors and transporters (7)
- > all maintenance and repair equipment
- > all necessary parts/inventory (ie: tires, clutches, breaks etc.)

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### Third Party Staffing/Operations

#### Sweepstakes/Contest Judging House

- > Establish sweeps/contest rules
- > Select actual winners from pre-established promotions
- > Conduct background security/driving checks on winners and guests  
(affadavits, waivers etc...)

#### Trip Fulfillment Vendor

- > Process all winners and guests
- > Act as direct correspondent with winners
- > Coordinate:
  - Air Travel
  - Hotel Accommodations
  - Ground Transportation and Transfers
  - Clothing Sizes
  - School requirements
  - Various distribution

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### Third Party Staffing/Operations

#### Racing School Operations

Penske will hire, train and manage a staff comprised of the following:

General Manager (1)  
Crew Chiefs (2)  
Technicians/Truck Drivers (14)  
Office/Logistics Coordinator (1)

#### Duties:

- > Penske staff will prepare, service and transport all race school equipment
- > High priority on safety, skill and appearance
- > Schedule all track dates and Emergency Medical Teams
- > Manage accommodations travel logistics for Penske Ops staff and Instructors
- > Meet all national transportation requirement codes

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### Third Party Staffing/Operations

#### Racing School Instruction

Penske has engaged the services of Track Time Inc (reg'd) to handle the instructional elements of the school. Track Time is a nationally recognized teaching school that has developed customized race school curriculums for Fortune 500 companies throughout the country.

Chief Instructor (1)

Associate Instructors (10)

- > Track Time (reg'd) is responsible for all instruction & curriculum
- > Instruction will have a 5:1 student/instructor ratio

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**PM USA Staffing**

**Manager, Marlboro Racing**

Greg Leonard

**Administrator, Marlboro Racing**

Waddy Platt

**Director of Operations, Marlboro Racing**

Peter Twiddy

**Media Trailer Consultants (2)**

PM Staff will attend most racing school sessions. Pete Twiddy will be supervising all operations for each of the ten racing school sessions.

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**PM USA Staffing**

**PM USA Operational Responsibilities**

- > Review and approve all instructional curriculum
- > Develop, Install and maintain all track signage and visibility
- > Review and maintain all branded equipment (cars, transporters etc...)
- > Provide and review staff uniform appearance
- > Provide and maintain branded helmets and firesuits for participant use
- > Provide Marlboro Media Trailer to be used for:
  - \*Meals (Catered Breakfast and Lunch)
  - \*Meeting Center
  - \*Operations Center (ie: phone, fax etc...)

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